

A Message From Bob Crain

Running on Passion

MARK NEWBY MADE THE MOVE from city to country. He also made the switch from policeman to business owner. The now-retired member of the Key West Police Mounted Unit, who's profiled on page 12, pursued his dream, and now runs a horse-riding school for both civilians and law enforcement officers.

It's not easy work, but Mark runs on passion, a sentiment he shares with many readers of *FarmLife*, themselves having chased and caught their dream of owning some acreage. Whether, like Mark, they make a living off the land, or they just call it home, *FarmLife* readers tell us they believe the upkeep is worth the climb. In fact, that work, often outdoors with family, is half the fun.

Owners of equipment large and small—from Mark's Massey Ferguson GC2410 to the big row-crop tractors and combines—rely on AGCO for the highest quality parts and service. We're here to tell you: The work to improve both never stops. That's why our Parts division recently received double-digit increases in satisfaction in surveys on parts and new model availability.

And as you'll see in "It's About Uptime" (page 9), those very same customers who require and deserve that service from AGCO are also in line to receive some of the credit for the Parts division's success. After all, their suggestions were and continue to be at the center of Parts' continuous improvement initiative.

That, however, is nothing new. Our customers—those here in North America and around the globe—have always shared their hard-earned experience and expertise with us. That has given us a broader, deeper knowledge base to create the world's most innovative agricultural equipment—such as the CVT transmission, the three-point hitch and numerous combine technologies—that you can bring home to your farm.

As we say here at Massey Ferguson, "We go to the ends of the earth to help you farm your world." We also believe it's our job to help you be successful. That, too, is fueled by passion.



SENIOR VICE PRESIDENT OF AGCO NORTH AMERICA
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